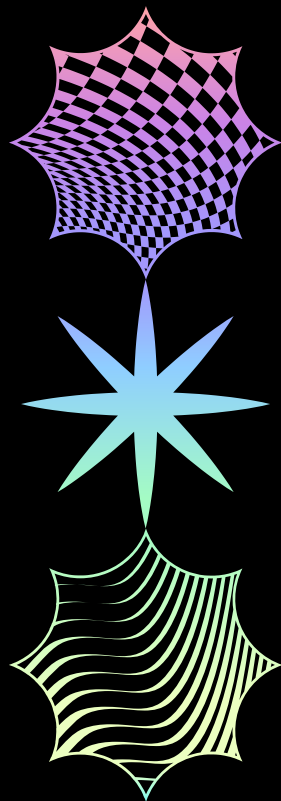


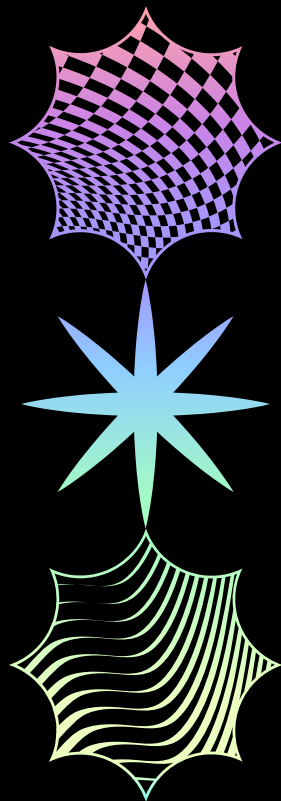
# MEM REPRISE

CS194H Winter 2024



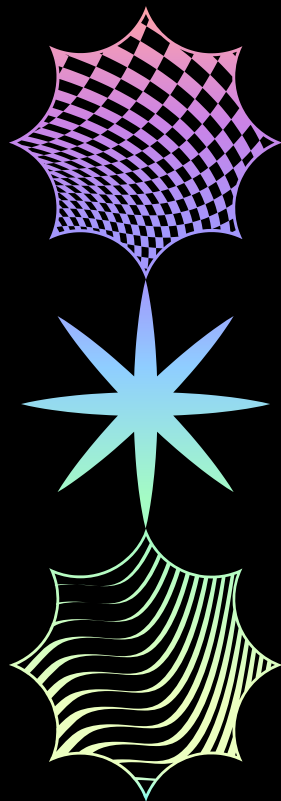
# MEM REPRISE

CS194H Winter 2024



# MEM REMIX

CS194H Winter 2024



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INTERFACE CHANGES

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01



ABOUT US

# THE MEMREMIX TEAM



**Casey N.**

Full-stack  
Developer



**Brent J.**

Designer  
PM



**Emily R.**

Designer  
PM



**Gray W.**

Designer  
Developer



**Tristan W.**

Designer  
Developer

# PROBLEM & SOLUTION

01.

Music is **inherently social**. But, music streaming platforms today lack **engaging social features** amidst their seemingly endless access to music.

02.

We want to help **foster relationships through music**.



# VALUE PROPOSITION

We offer a social music-sharing mobile app where users can:

- 🎁 Gift songs
- 😲 Receive songs as gifts by surprise or in real-time
- 📍 Discover playlists at their pinned locations
- 🗺️ ~~Tune into the music of community members nearby and around the world.~~ (re-prioritized to V4!)





02



**INTERFACE  
CHANGES**

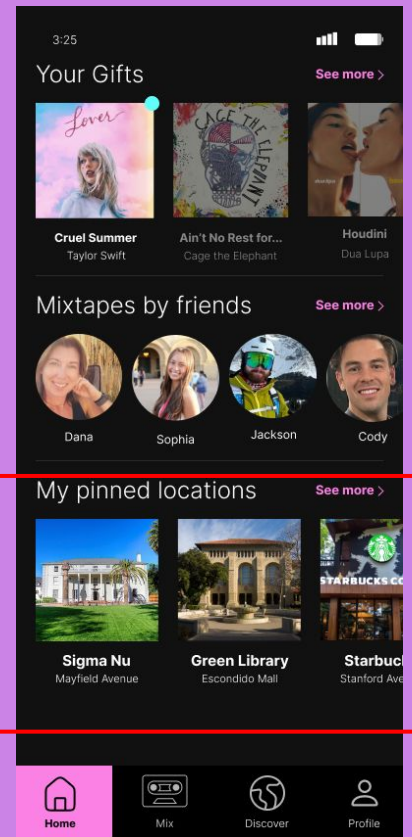
# ***Learnings***

## **Main takeaways:**

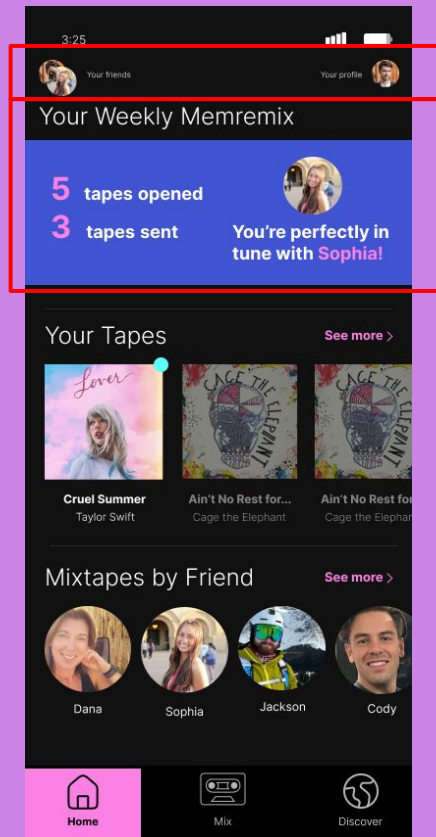
1. **Clearer feature guidance** needed
2. **Map interactivity** would be fun and boost engagement
3. **Navigation** simplicity is key
4. The social element really resonated but the design could **be more fun** to match the vibe

# HOME SCREEN

- Introduced “Your Weekly MemRemix” hero to counter “no personal investment to actively engage with the app”, Field Usability Study (Karl)
- A/B tested (n = 2) access to friends versus user profile and found that users preferred a profile tab over a top menu
- Removed/deprioritized “My Pinned Locations” for reasonable development expectations
  - i. Focus on friends’ faces to reiterate mission statement
  - ii. Simplify!

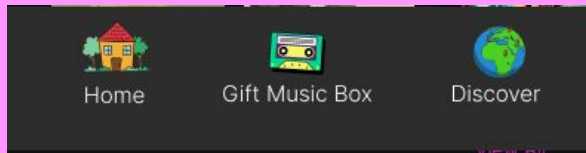


V2:



V3:

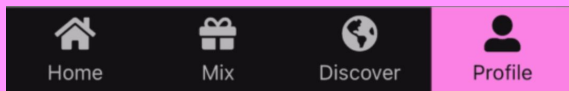
V1:



V2 (tested):



V3 (lightly tested):

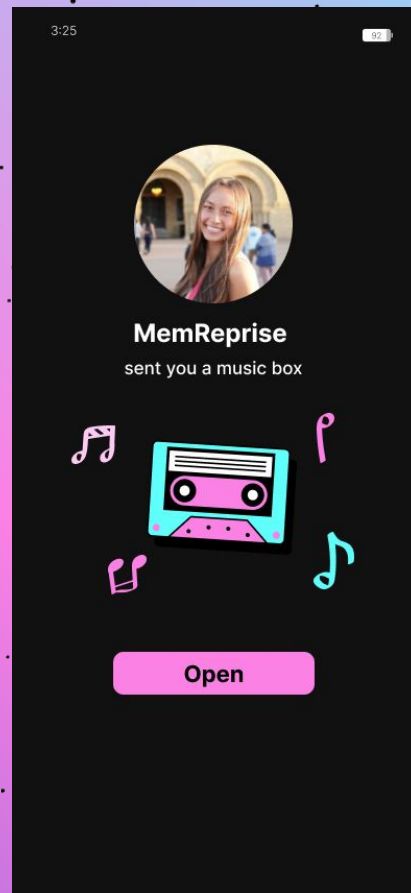


# NAV BAR

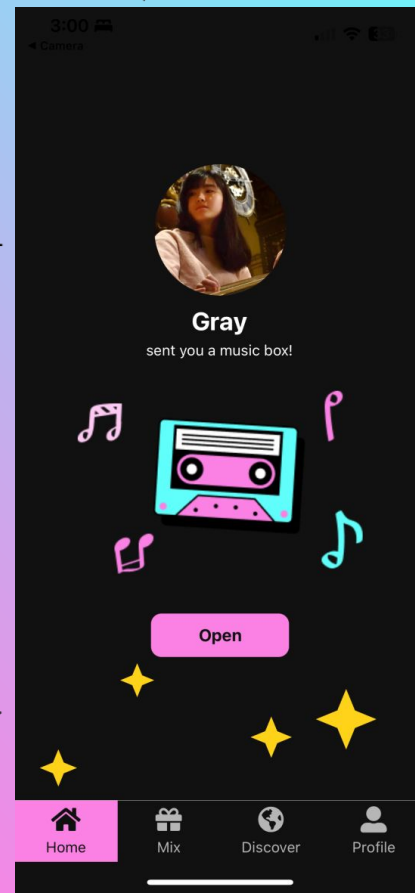
- Simplified our navigation schema to the profile and 3 essential words/actions: “Home” to view feed, “Mix” to send a tape, and “Discover” to view tape map based on Field Usability Feedback (Nina, Shelly, Josh, Karl)
  - “Discover” tab will allow us to scale to V4 community listening functionality
- Focus on clean, cool icons for design consistency

# RECEIVE A TAPE

- Added animation to evoke “coolness” and increase our “fun factor” per Field Usability Feedback (Karl, Josh)

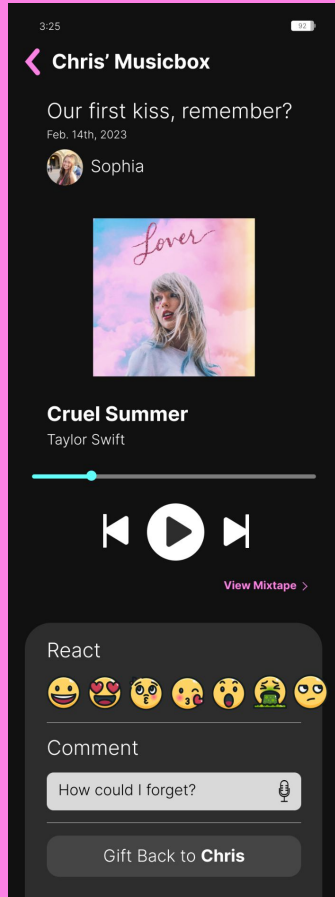


V2:

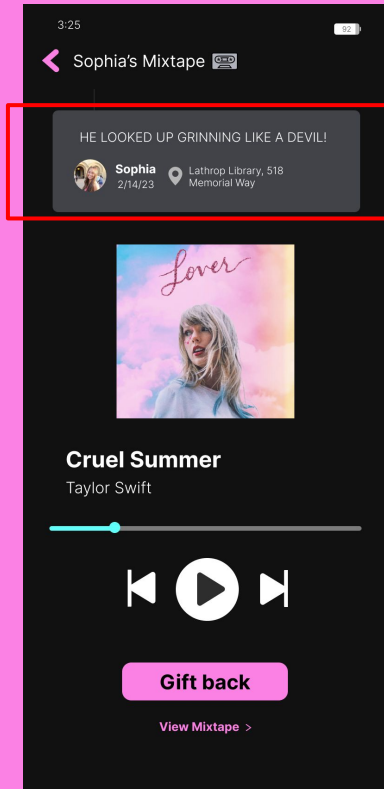


V3:

# PLAY A TAPE



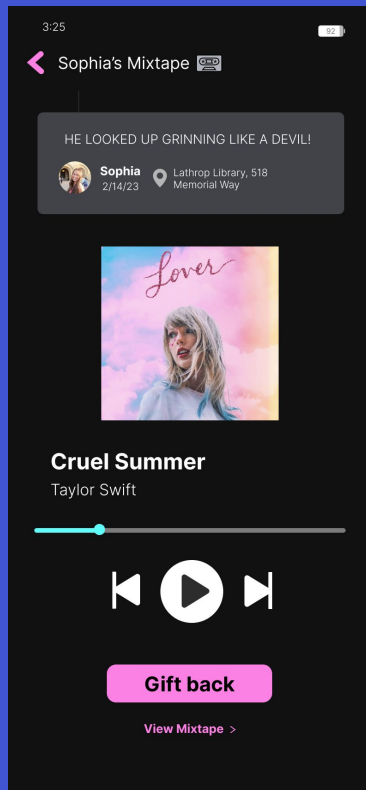
V2:



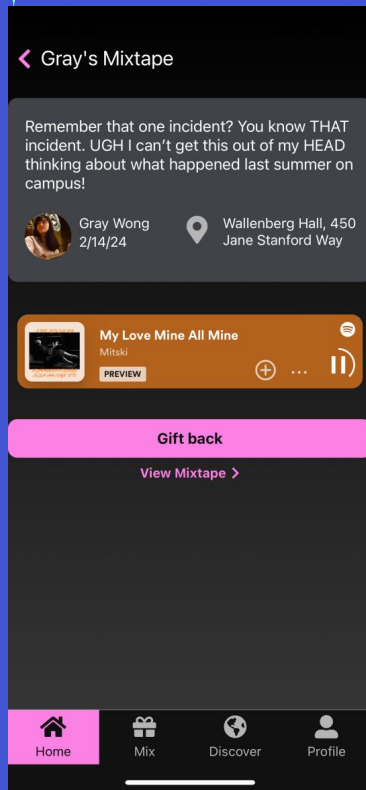
V2.5:

- Navigation header revised to match new app vocabulary of “Mixtape” rather than “Musicbox”
- Introduced clear design hierarchy in the Tape message so the text reads first, then friend and date, then location. New message design matches “comment” design conventions standard on other social app
- “React” functionality removed/reprioritized for development feasibility
- “Gift back” emphasized to encourage app’s core functionality. Used primary pink action color to reiterate app design conventions

# PLAY A TAPE (2)



V2.5:

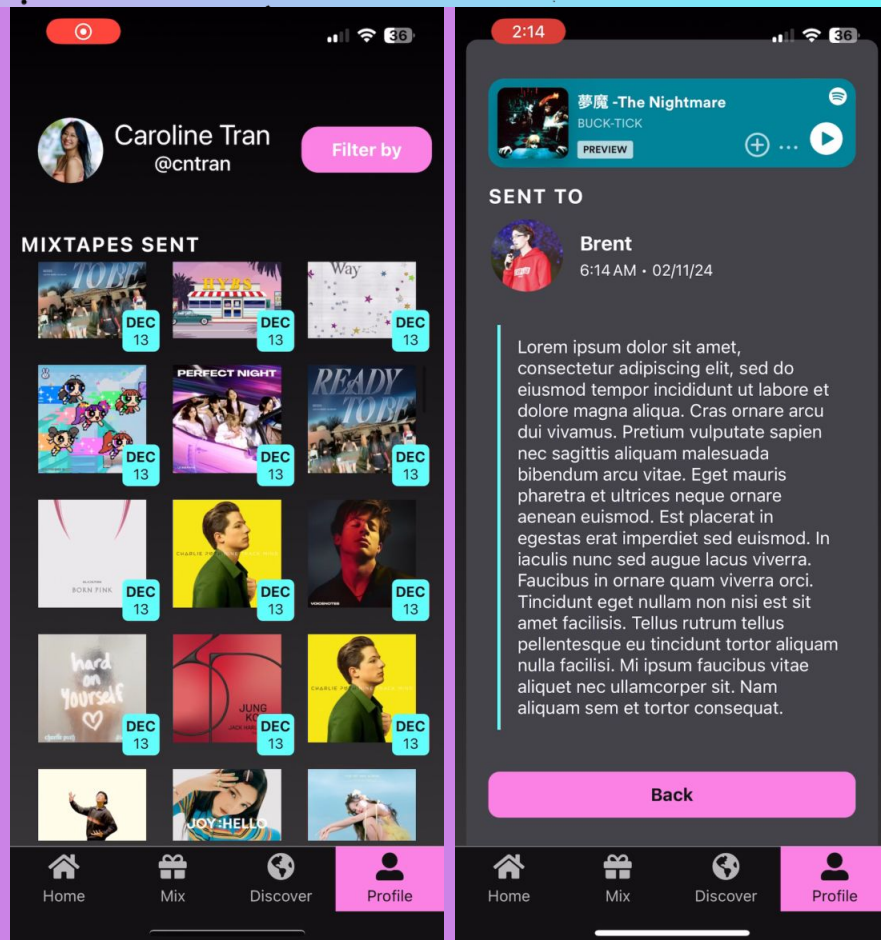


V3:

- Spacing modified based on comments ( $n = 2$ ) from additional usability testing regarding complaints of it feeling too cramped
- Implemented Spotify embed player so that users can actually have the ability to do something with their mixtapes and have a preview
  - i. Partially a response to Karl's feedback on how he was unsure of how MemRemix would connect to Spotify

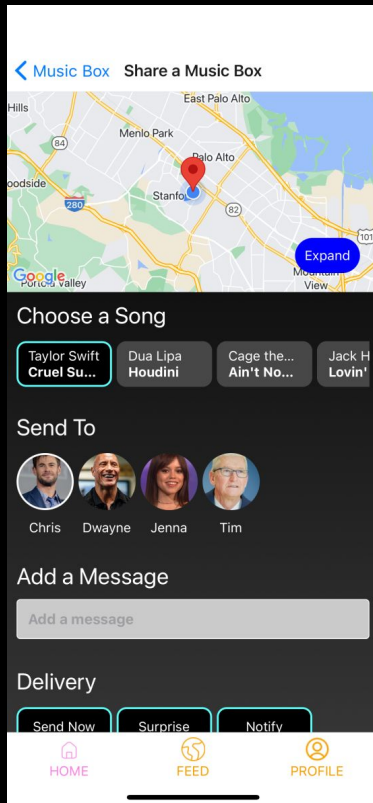
# PROFILE PAGE

- Reintroduced filtering based on sent mixtapes based on Karl's and 1 bonus usability tester's want for personal analytics and records
- Simplified filtering based on initial lab study confusion where all four participants had difficulty with the reprise (filter) feature
  - i. Filtering simplified to last month, quarter, year
- ✦ • This is where friends and other settings would reside





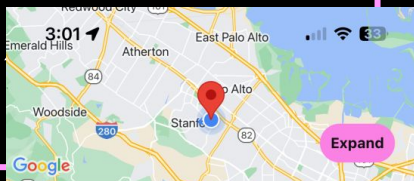
# SHARING A TAPE



# SHARING A TAPE



SH  
A



Choose a song



Select a song from Spotify

Send to



Casey



Gray



Brent



Emily



Tristan

C

Add a message

Remember that time we...

Delivery

Send Now

Surprise

Notify

Send



Home



Mix

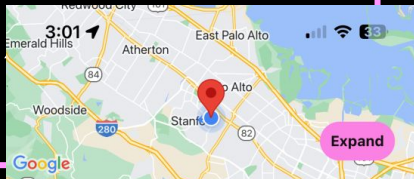


Discover



Profile

SH  
A



Choose a song

Select a song from Spotify

Send to



Casey



Gray



Brent



Emily



Tristan

Add a message

Remember that time we...

Delivery

Send Now

Surprise

Notify

Send



Home



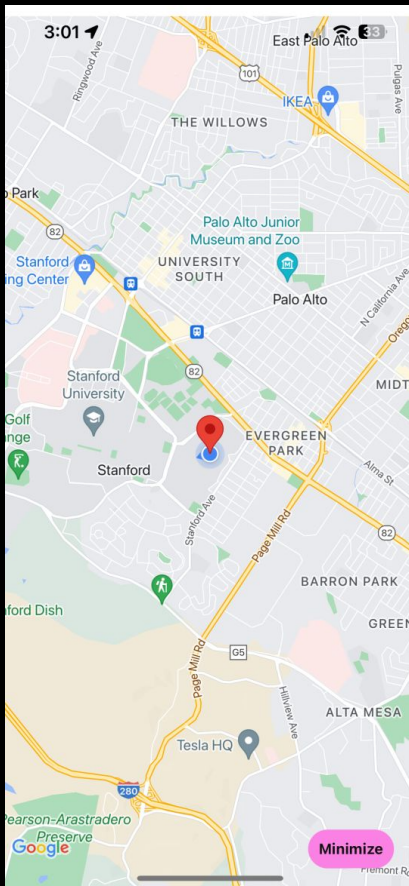
Mix



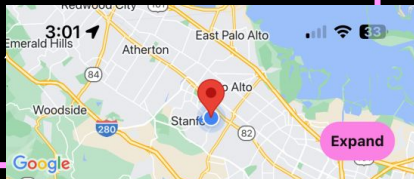
Discover



Profile



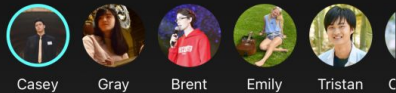
SH  
A



Choose a song

Select a song from Spotify

Send to



Add a message

Remember that time we...

Delivery

Send Now

Surprise

Notify

Send



Home



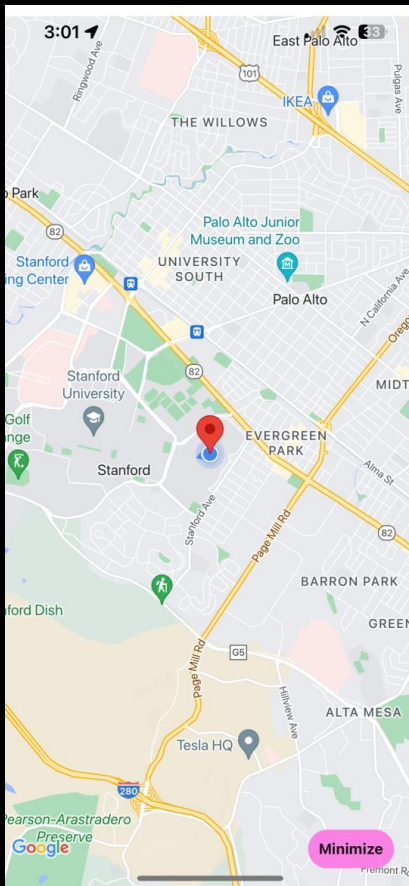
Mix



Discover



Profile



Search for a song

Search...

Get recent songs from Spotify



Home



Mix



Discover



Profile

# SHARING A TAPE

Search for a song

Search...

My recent tracks

Refresh song history



**Evergreen (You Didn't Des...**  
Omar Apollo



**Kill Bill**  
SZA



**Change (In the House of F...**  
Deftones



**Let The Light In (feat. F...**  
Lana Del Rey, Father John Misty



**Igual Que Un Ángel (with ...**



Home



Mix



Discover



Profile

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**Evergreen (You Didn't Des...**  
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SZA



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Deftones



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Lana Del Rey, Father John Misty



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Home



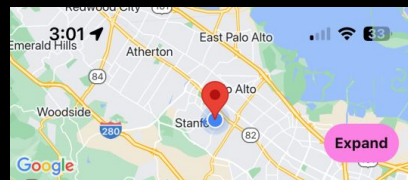
Mix



Discover



Profile



Choose a song



Select a song from Spotify



**Change (In the House of F...**  
Deftones

Send to



Casey



Gray



Brent



Emily



Tristan



C

Add a message

Remember that time we...

Delivery

Send Now

Surprise

Notify

Send



Home



Mix



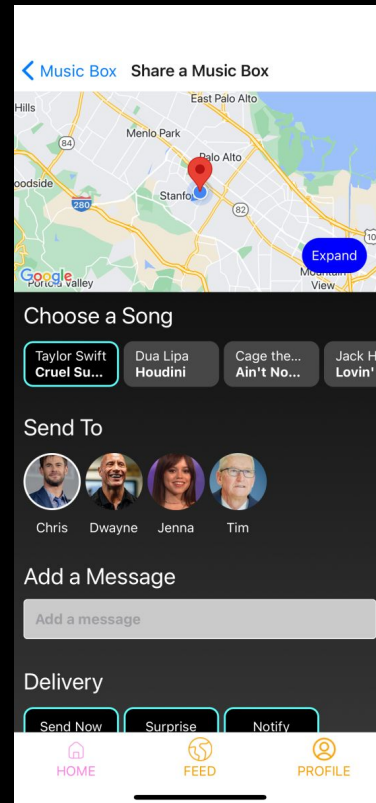
Discover



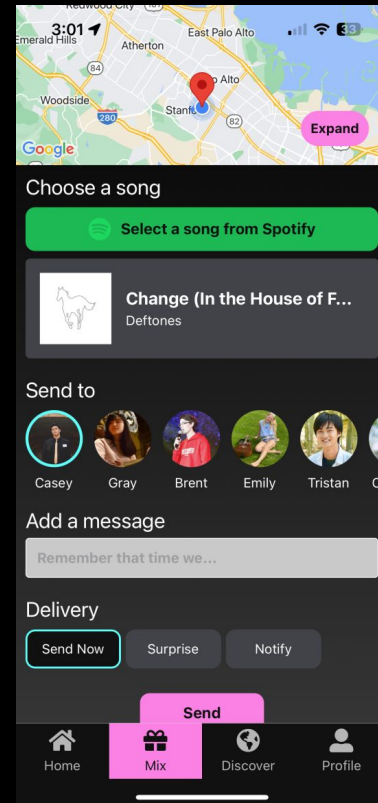
Profile

# SHARING A TAPE

- More of robust implementation as opposed to a static one from v2 with few UI changes
- Choosing a song was broken into different steps so as to not cognitively overwhelm the user
- More padding and spacing was added to contents as per 1 bonus usability tester's feedback on the mixtape screen feeling cramped

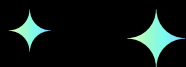


V2:



V3:

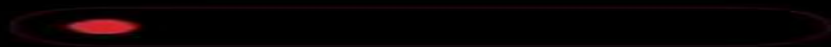




**03**

**VIDEO  
DEMO**

9:16



94%

5

TAPES OPENED,

3

TAPES SENT.



## Your Mixtapes

[See More >](#)



**Romanticist**  
Yves Tumor



**Run For Roses**  
NMIXX



**Dreamcatching**  
Magdalena Bay

## Mixtapes by Friends

[See More >](#)



Casey



Gray



Brent



Emily



Home



Mix



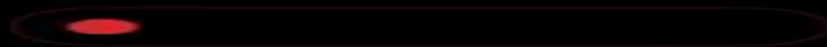
Discover



Profile

Receiving a tape

9:16



94%

5

TAPES OPENED,

3

TAPES SENT.



## Your Mixtapes

[See More >](#)



**Romanticist**  
Yves Tumor



**Run For Roses**  
NMIXX



**Dreamcatching**  
Magdalena Bay

## Mixtapes by Friends

[See More >](#)



Casey



Gray



Brent



Emily



Home



Mix



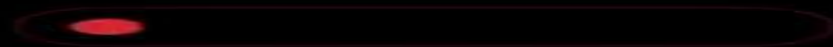
Discover



Profile

Sending a tape

9:20



95%

5

TAPES OPENED,

3

TAPES SENT.



## Your Mixtapes



**Romanticist**  
Yves Tumor



**Run For Roses**  
NMIXX



**Dreamcatching**  
Magdalena Bay

[See More >](#)

## Mixtapes by Friends



Casey



Gray



Brent



Emily

[See More >](#)



Home



Mix



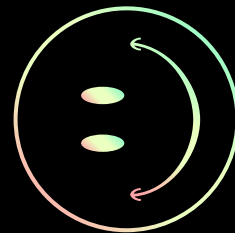
Discover



Profile

Filtering your posts

04



**FUTURE  
WORK**

# UNIMPLEMENTED

## MIXTAPES IN ACTION

Receiving and opening a music box from a real user

Hard to test with new accounts because dependent on other users' interactions (Network effect) and location

✦ Testing is more efficient if a user opens a hard-coded music box vs. waiting on a proctor to send them a music box from their phone

## HOME PAGE

Adaptive Weekly  
MemRemix hero

Further stylization

## DISCOVER MAP

Map view with surrounding mixtapes ✦

(Though we will focus on core functionalities (sharing and viewing mixtapes) first) ✦ ✦

# NEXT STEPS

- Receiving and opening a music box from a real user
  - A focus for demo day as it is core functionality
- Dividing the sharing a mixtape screen into two separate screens to reduce user fatigue
- Adding dummy users and mixtape tutorials
- More stylization (and animations?)

**THANKS**





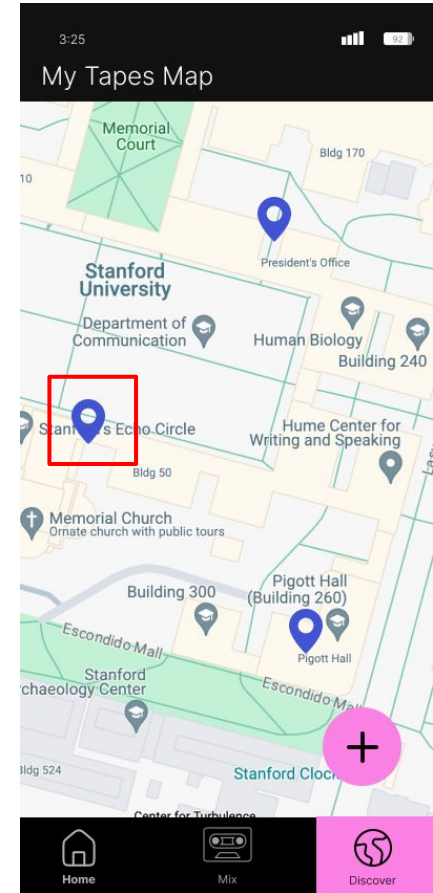


# APPENDIX

# Discover - Tape Map

- Defined “Discover” feature where users can see a map view all of their received tape locations per feedback “have an interactive map view with pins of tapes rather than a scroll view”, Field Usability Study (Lucas)
- In the future, this “Discover” tab design structure can support community stations too

To be implemented in v4!



V2.5 (NEW!):